

Serial No.: 10/686,967  
Docket No.: 60655.2600

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Serial No.: 10/686,967                      Docket No.: 60655.2600  
First Named Inventor: Channing K. Beringer                      Filing Date: 10/16/2003  
Art Unit: 3689                      Examiner: Fonya M. Long  
Title: System and Method for                      Confirmation No.: 8084  
Incorporation of Products and  
Services into Reality Television

**REVOCATION OF PRIOR POWER OF ATTORNEY WITH NEW POWER OF  
ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Commissioner:

American Express Travel Related Services Company, Inc., on behalf of itself, its subsidiaries and affiliates, hereby revokes all previous powers of attorney given in the above-identified application and hereby appoint the practitioners associated with the Customer Number 66170.

Please change the correspondence address for the above-identified application to the address associated with Customer Number 66170.

I am an Officer of the Assignee of record of the entire interest. Statement under 37 CFR 3.73(b) is included.

American Express Travel Related Services  
Company, Inc.

By: *Maxine Y. Graham*  
Name: Maxine Y. Graham  
Title: VP, Chief IP Counsel

**Please send all further correspondence to the address as stated above.**

Dated: 7/19/10

Respectfully submitted,

*Howard I. Sobelman*  
Howard I. Sobelman, Reg. No. 39,038  
SNELL & WILMER L.L.P.